

Brethren Evangelist

HOLY BIBLE
IF YE LOVE ME, KEEP MY COMMANDMENTS
CONFIDENTIAL

"I AM THE WAY, THE TRUTH, AND THE LIFE."

P. H. Beaver

VOLUME XVIII.

ASHLAND, O., WEDNESDAY, DECEMBER 2, 1896.

No. 48.

Reduced to One Dollar CASH.

An Important Reduction in the Price of the Paper.

It has been for sometime, and is now, the opinion of many of our readers that the price of the EVANGELIST should be reduced to one dollar. The claim is made that everything else has gone down in price and that the price of our paper should go down with it. Whatever ground there may be for this claim, the sentiment in favor of the reduction is constantly growing, until now, appeal after appeal is made to this office to reduce the price to one dollar. Along with this sentiment is the firm belief that the paper should be put on a Cash Basis. Not a few have written to us, giving it as their opinion that the subscription list would, in a very short time reach 3000, if the price were reduced to one dollar cash.

We are willing to give it a trial, knowing full well that it will be exceedingly difficult to return to the old price, if the reduced price should fail to win. On the other hand, a careful calculation shows that 3000 subscribers at \$1.00, if strictly cash will pay for the paper and a little more. So then the price of the paper for the year 1897 will be One Dollar Cash.

It is, however, very important that every member of the church and especially every subscriber to the paper should clearly understand what this means. There must be no misunderstanding about this. Please do not lay this paper down until you have not only read this entire page, but until you understand every item in it. Then file the paper for future reference. If there is anything that is not clear to you, write us and get the necessary information, for there must be no mistake here.

1. It means that if you would have your paper continued beyond the time for which it is now paid, you must send \$1.00 on or before the time of its expiration. You must not only ask to have it renewed but send \$1.00 cash with the renewal.

2. It means that no allowance can be

made for the cost of sending money. The Board must realize the one dollar in full—not 97 cents, but \$1.00.

3. It means that *pastors* and *agents* must be willing to make concessions as well as the Board, that is, make a little personal sacrifice in behalf of the paper. It can easily be seen that no per cent or commission can be allowed on subscriptions at One Dollar.

4. It means that if you now owe for the paper, you must pay up all arrearages and add \$1.00 for the year 1897.

5. It means that if you have already paid \$1.50 for the year 1897, you are entitled to get literature at this office to the amount of 50 cents.

6. It means that if you have paid your subscription at the rate of \$1.50 a year for any part of the year 1897, less than six months, no allowance can be made for the excess.

7. But now you are ready to say, How will I know when my subscription expires? Easy enough. After January 1, 1897, the label on your paper will tell you exactly when your subscription expires. Until then a blue pencil mark on the first page, means that the subscription expires in thirty days from date. You will then get four more papers, and the next to the last one will again have a blue pencil mark. Of course it is possible that your subscription is marked paid on our books and yet is not paid, for it may be charged to an agent. But you will know whether it is paid or not.

8. It means that in making this reduction, we hope to save much in the way of expense, book keeping, sending out bills, postage, etc. It costs this office more than \$100 for postage alone in sending out bills. You must therefore not ask us to put your name on the books, for in that case it would go on at \$1.50. Subscriptions at \$1.00 cannot be charged, not even for 30 days.

Now brethren, sisters, pastors, and all concerned, we think we have made it all very plain. Are you now willing to join hands and hearts with us in making the

year 1897, the grandest, the best, the most fruitful, for the literature, the college, missions and all other enterprises in the history of the Brethren Church. Will pastors present the matter to their congregations, and immediately organize a campaign which shall not cease even for a moment, until we have reached the 3000 mark. We appeal to our pastors to take the lead in this work, and inaugurate a grand movement for 1897. Do it now, right now, for there are yet but thirty days in which the work is to be done. Let no time be lost; let there be a glorious awakening all along the line. Together let us toil, and together we shall reap the fruit and rejoice in the harvest.

THE King's Children paper for December is mailed to all subscribers this week in time to reach them for use on Sabbath. Next week a copy of this number of K. C. will be sent to all EVANGELIST subscribers who are not K. C. subscribers. When sending in your subscription, be sure to include one for K. C. The EVANGELIST, King's Children, and the Annual, for \$1.35 cash.

THE University Announcement on another page should have the immediate attention of those who have not yet raised their apportionment. Do not let your congregation stay the progress of this work. One united effort will lift the debt and cheer the heart of every loyal member of the Brethren Church. Say you will, and along with it will come the ability to carry it out.

No man can tell whether he is rich or poor by turning to his ledger. It is the heart that makes the man rich. He is rich according to what he is, not according to what he has.

"Duty is a river that runs through life. Its tide is silvery to those who are on it, but threatening to those who approach it seldom."